



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Franklin Canyon Park
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Beverly Hills, CA 90210
(310)858-7272 Fax (310) 858-7212

REQUEST FOR PROPOSALS FOR CONCESSIONAIRE SERVICES FOR KAYAK GUIDED SERVICES ON THE LOS ANGELES RIVER FOR THE MOUNTAINS RECREATION AND CONSERVATION AUTHORITY

The Mountains Recreation and Conservation Authority (MRCA) seeks one or more Non-Profit Organizations to operate a public concession facilitating kayak trips within the 2014 Los Angeles River Recreational Zone, shown on attached maps. The concessions will operate from Memorial Day (5/26/2014) to Labor Day (9/1/2014).

Site Location: The 2014 Recreational Zone is located along the Los Angeles River, from Fletcher Avenue/Rattlesnake Park on the north end, to Confluence Park/Egret Park on the south end.

Contact: Fernando Gomez, fernando.gomez@mrca.ca.gov or (310) 858-7272 ext. 141.

Attachments: This RFP consists of this memo and the following attachments:

1. Background Information
2. Scope of Work
3. Submittal Requirements

Respondent Questions: Direct all questions to the Point of Contact listed above before 5:00p.m. on March 14, 2014. All clarifications will be made by email and provided by March 21, 2014. It is the respondent's responsibility to obtain the clarifications

Proposal Submittals: Please provide all submittal requirements listed herein. Proposals are due by 5:00 p.m. on March 31 and should be emailed to the address listed above. Late submissions will not be accepted. There is no limit to the number of pages a submittal can be, however, please keep it to a minimum and include only the necessary information.

Selection: Selection will be based on demonstrated competence and qualifications for the services to be performed at fair and reasonable prices. Proposed deviations from the RFP requirements will be noted and taken into consideration. Any proposal deemed irresponsible or unresponsive will not be considered. We hope to select concessionaires 1-2 weeks after the RFP due date.

Attachment 1 - Background Information

From May 27, 2013 to September 2, 2013, the Mountains Recreation and Conservation Authority (MRCA) operated the Los Angeles River Recreation Zone pilot program and welcomed the public to kayak, walk and fish in a 2.5-mile stretch of the Los Angeles River. The Recreation Zone included the river channel and five feet of adjacent riverbank. MRCA Rangers regulated usage and promoted public safety in the Recreation Zone with rules established by the MRCA Park Ordinance.

The success of the 2013 pilot program demonstrated that there is significant public demand for recreation in Los Angeles River. Except for when the zone was occasionally closed, there were visitors in the water each day. Guided tours run by private operators and MRCA proved to be quite popular, as well as individuals kayaking on their own.

On February 25, 2014, the City of Los Angeles authorized MRCA to manage the Los Angeles River Recreational Zone Program (non-pilot) for the 2014 season. MRCA was granted authority to manage the designated recreational zone area and utilize the MRCA Park Ordinance to regulate park and public trust doctrine activities.

MRCA now seeks to offer one or more non-profit organizations a Special Use Permit to provide kayaking equipment, tours, and assistance to the public.

ABOUT THE MRCA

The Mountains Recreation and Conservation Authority (MRCA) is a local public agency exercising joint powers of [Santa Monica Mountains Conservancy](#), the [Conejo Recreation and Park District](#), and the [Rancho Simi Recreation and Park District](#) pursuant to Section 6500, *et seq.* of the Government Code.

The MRCA is dedicated to the preservation and management of local open space and parkland, watershed lands, trails, and wildlife habitat. The MRCA manages and provides ranger services for almost 60,000 acres of public lands and parks that it owns and that are owned by the Santa Monica Mountains Conservancy or other agencies and provides comprehensive education and interpretation programs for the public. The MRCA works in cooperation with the Conservancy and other local government partners to acquire parkland, participate in vital planning processes, and complete major park improvement projects.

Attachment 2 – Scope of Work

Operational Requirements: MRCA will be requiring the following of vendors:

Guide training and experience

Safety plan

Employment of local at-risk youth

No and/or low cost community programming

Strategy for minimizing community impacts

Community benefit

Organization's demonstrated involvement with the Los Angeles River

Insurance Requirements: Permittee shall secure and maintain a liability insurance policy for the activities permitted herein and shall name the SMMC, MRCA, State of California, Conejo Recreation and Park District, Rancho Simi Recreation and Park District, City of Los Angeles, Los Angeles Department of Water and Power, County of Los Angeles, Los Angeles County Flood Control district, and United States Army Corps of Engineers as additional insured entities for the duration of this Permit. A certificate of insurance, with the required endorsements, shall be submitted to the representative when the Permit is submitted for approval. The insurer will not cancel or reduce the insured's coverage during the period that this permit is in effect without ten day's prior written notice to the MRCA. This policy of liability insurance is to be in an amount not less than the following:

Public Liability: \$2 million each person;

Property Damage Liability: \$2 million each occurrence;

Products Damage Liability: \$2 million.

Medical Payments \$5,000 each person

Time: The 2014 Recreational Zone will operate from May 26, 2014 (Memorial Day) to September 1, 2014 (Labor Day), with hours of operation sunrise to sunset, seven days a week.

Qualifications: Respondents must be Non-Profit Organization, ~~s 501(c)(3)(501c3).~~

Minimum Primary Guide Qualifications:

Operations level River and Flood level rescue training - State Fire Marshal or equivalent

CPR and First Aid training

Flat-water Kayak training - American Canoe Association or equivalent

Los Angeles River Safety orientation class - MRCA

Minimum Secondary Qualifications:

Awareness Level River and Flood level rescue training - State Fire Marshal or equivalent

CPR and First Aid training

Flat-water Kayak training - American Canoe Association or equivalent

Los Angeles River Safety orientation class - MRCA

Minimum Safety Equipment:

2 cell phones in waterproof cases

2 FRS/GMRS radios capable of operations on FG4, pl4 and FG22, pl12 in waterproof cases

2 throw bags

Capability of monitoring Doppler radar and weather alerts (smart phones weather apps.)

1 spare paddle

2 signal mirrors

Protection of Property: The selected concessionaires shall take all reasonable precautions to prevent damage to the natural resources of the Los Angeles River, adjacent parklands, and trails and bike paths, both within and outside of the Recreational Zone boundaries.

Contract and Cost: The selected concessionaire(s) will be awarded a Special Use Permit for the 2014 season only, permittees are not granted exclusive use.

The cost of the permit is as follow:

*Permit, insurance and waivers required

*One day fee: \$75

*Each additional day: \$45 per day; capped at \$525 for 11 days or more

*No additional fee for use in excess of 11 days

This fee will not be refunded after permit is issued regardless of whether concessionaire operates.

Permittee will need to submit their specific schedule request and/or number of trips per week.

MRCA reserves the right to adjust the proposed schedule and number of trips in the best interest of the recreation zone.

MRCA reserves the right to award a limited number of "small group trips" a Special Use Permits at the sole discretion outside of the RFP process.

Attachment 3 – Submittal Requirements

Please organize your proposal by the five sections listed below.

Section 1: Proposed Operation and Services

Describe your proposal for the Concession. Include a detailed description of services provided to the public, personnel/staffing commitments, logistics, and all other pertinent information. Describe, as applicable, the proposed methods of recruiting and employing at-risk youth, the extents and features of proposed community programs, and the Concessionaire's strategy for minimizing impacts on the river-adjacent neighborhoods. Describe the organization's financial plan for the operation. This narrative shall be limited to four pages or fewer.

Section 2: Qualifications and Background

Submit the following:-

- Name, address, and brief history of organization. Describe how your organization's mission relates to the services requested.
- Examples of three relevant experiences that the organization has performed during the last five years. For each, include references and current contact information.
- Resumes of those who would work on the project. Include relevant trainings and certifications completed.
- Copy of organization's 501(c)(3) determination

Section 3: Project Team

Provide project team organization chart and describe background, roles and responsibilities of key team members. Include a summary of all proposed sub-contractors with their contact information. Sub-contractors will require MRCA approval.

Section 4: Schedule/Timeline

List the dates the concession expects to operate, noting any proposed events that would attract unusually large numbers of visitors to the river. This is for general information only, as specific dates may only be authorized via the Special Use Permit.

Appendix

Respondents have the option of submitting up to five pages of additional material.

EVALUATION

Proposals will be evaluated for the following criteria:

- Experience and technical competence of the project team members
- Evidence of competent work with the public
- Value offered considering capabilities and experience of the project team
- Scope of proposed community programs and youth employment
- Experience, qualifications and availability of key personnel
- Capability of the project team to provide the scope of work
- Specific experience and performance on similar ventures

The information provided in response to the above requirements will be the basis for evaluation. Failure to provide this information or the inclusion of any conditions, limitations, or misrepresentations may adversely affect the evaluation of your proposal. The Executive Officer of the MRCA reserves the right not to award any contract if no proposal is acceptable.

All respondents will be required to represent and warrant that they, he, she, or the officers, directors, and/or employees of bidder are not related by blood or marriage to any member of the governing boards of the Santa Monica Mountains Conservancy, the Santa Monica Mountains Conservancy Advisory Committee, the Mountains Recreation and Conservation Authority, or any other joint powers authority for which the Santa Monica Mountains Conservancy is a constituent member, or to any officer, director or staff member of any of the aforesaid public agencies. "Related by blood or marriage" is defined as being a parent, child (including stepchildren), sibling, grandparent, grandchild, aunt, uncle, niece, nephew, spouse, domestic partner, father-in-law, mother-in-law, sister-in-law or brother-in-law. The MRCA reserves the right to immediately cancel any contract entered into if it discovers a breach of this warranty and representation. Consultant shall be liable for all damages sustained by the MRCA as a result of the breach.